MULTIMEDIA UNIVERSITY

STUDENT ID NO

MULTIMEDIA UNIVERSITY

FINAL EXAMINATION

TRIMESTER 1, 2016/2017

LEI 0057 - PROGRESSIVE ENGLISH

(All Groups)

10 OCTOBER 2016

9.00 a.m – 11.00 a.m.

(2 Hours)

INSTRUCTIONS TO STUDENTS

1. This question paper consists of **7** pages.
2. Answer **ALL** questions in **Sections A** and **B**. Answer only **ONE** question from **Section C**.
3. Shade your answers for **Section A** in the OMR sheet.
4. Write your answers for **Section B** and **Section C** in the Answer Booklet.

SECTION A: GRAMMAR & STRUCTURE [20 MARKS]

Instructions: Answer all questions from 1-20 in the OMR sheet.

Question I

Instructions: For questions 1-5, classify the verb tense used in each sentence correctly.

1. Last month, my sister went to Paris with her friends to celebrate her birthday.
   A. Past Perfect Tense
   B. Simple Past Tense
   C. Simple Present Tense
   D. Past Progressive Tense

2. The new semester will start in April 2017.
   A. Simple Past Tense
   B. Simple Future Tense
   C. Past Progressive Tense
   D. Future Progressive Tense

3. The teacher is reading her students' essays.
   A. Simple Past Tense
   B. Future Perfect Tense
   C. Present Perfect Tense
   D. Present Progressive Tense

4. While my mother was cooking, I was studying for my examination.
   A. Simple Past Tense
   B. Simple Future Tense
   C. Past Progressive Tense
   D. Future Progressive Tense

5. I will be spending my holidays in Madrid next month.
   A. Past Perfect Tense
   B. Simple Past Tense
   C. Simple Present Tense
   D. Future Progressive Tense

Question II

(5 marks)

Instructions: For questions 6-15, choose the correct type of tenses of each **underlined** verb in the text.

Football

It may come as a surprise to many, but football has a long and interesting history. Sources (6) <u>suggest</u> that the sport was first introduced in England as early as 1170 when an account describes youths going to the fields for a 'game of ball'. Aspects of the game can even be traced back to as early as the second and third century BC in China. Variations of the game are also documented in Egyptian and Greek society, proving that the sport has a long tradition throughout history.

The game's appeal (7) continued to increase in England so much that in the 1300s, its popularity became a bone of contention for Edward II. However, the king became increasingly concerned after football (8) had distracted people from practising archery. That was the time when the king and his people (9) were preparing to go to war with Scotland. As a result, as the solution, the king had no choice but to quickly enforce a ban on everyone playing football. This (10) was the first of many bans instituted by leading figures.

Nevertheless, football (11) re-emerged and continued to increase in popularity. The most obvious reason of its popularity is that the game (12) brings out some of the most talented figures in the industry. It is an incredibly competitive sport, which means that it requires individuals to have determination and passion to succeed. We (13) have seen the likes of George Best, Diego Maradona and Bobby Charlton, who have all brought impressive skills and the entertainment factor to the game. Currently, some examples of the best players who (14) have proven themselves in football are Lionel Messi, Neymar and Cristiano Ronaldo. Each of these figures gives something to look forward to and get excited about when watching the game. Obviously, this sport (15) will continue to attract more fans all over the world.

Adapted from History of Football. (n.d.). Retrieved July 10, 2016 from http://www.history.co.uk/study-topics/history-of-football-tennis/history-of-football

6. suggest (line 2)
   A. Simple Past Tense
   B. Present Perfect Tense
   C. Simple Present Tense
   D. Present Progressive Tense

7. continued (line 7)
   A. Past Perfect Tense
   B. Simple Past Tense
   C. Past Progressive Tense
   D. Present Progressive Tense

8. had distracted (line 9)
   A. Past Perfect Tense
   B. Present Perfect Tense
   C. Past Progressive Tense
   D. Present Progressive Tense

9. were preparing (line 10)
   A. Simple Past Tense
   B. Simple Future Tense
   C. Past Progressive Tense
   D. Future Progressive Tense

10. was (line 12)
    A. Simple Past Tense
    B. Present Perfect Tense
    C. Simple Present Tense
    D. Present Progressive Tense

11. re-emerged (line 14)
    A. Simple Past Tense
    B. Present Perfect Tense
    C. Past Progressive Tense
    D. Future Progressive Tense

12. brings out (line 15)
    A. Simple Future Tense
    B. Simple Present Tense
    C. Past Progressive Tense
    D. Future Progressive Tense

13. have seen (line 18)
    A. Simple Past Tense
    B. Future Perfect Tense
    C. Simple Present Tense
    D. Present Perfect Tense

14. have proven (line 20)
    A. Simple Past Tense
    B. Present Perfect Tense
    C. Simple Present Tense
    D. Past Progressive Tense

15. will continue (line 23)
    A. Simple Future Tense
    B. Present Perfect Tense
    C. Past Progressive Tense
    D. Future Progressive Tense

(10 marks)

Question III

Instructions: For questions 16-20, identify the correct sentence for each type of tenses given below.

16. Past Perfect Tense:
    A. I will send the invitation cards to all my friends.
    B. John had written the letter before he went to his office.
    C. The lecturers have agreed to postpone their classes next week.
    D. Sarah was cooking when her housemate arrived from her hometown.

17. Present Perfect Tense:
    A. Ronaldo has studied three foreign languages.
    B. My brother worked as an engineer in Kuwait two years ago.
    C. The hotel offers amazing room service and facilities to the guests.
    D. Charles will be delivering a speech at tonight's event in KL Tower.

18. Future Progressive Tense:
    A. Melissa always finishes her work early every Friday.
    B. Currently, I am reading an interesting novel that I just bought yesterday.
    C. Jenny had submitted her report to the boss before she left for the meeting.
    D. Edward will be visiting his family in Kuala Lumpur next month with his son.

19. Simple Present Tense:
    A. I really enjoyed my trip to Langkawi with my friends last month.
    B. There are many incredible places to visit for an awesome vacation in Malaysia.
    C. The President will be announcing the name of the new manager during today's meeting.
    D. When my brother was arranging the books on the shelves, he accidentally fell from the ladder.

20. Future Perfect Tense:
    A. Before Shiela cooked the soup, she had cut some potatoes.
    B. I am never late for my classes because I sleep early every night.
    C. Raymond will have completed all his assignments by 8 p.m. tonight.
    D. Smith has reminded his sisters to bring their passports to the airport.

(5 marks)

SECTION B: READING COMPREHENSION & VOCABULARY [20 MARKS]

Instructions: Read the passage carefully and answer all the questions from 21-40 in the Answer Booklet.

Marketing Cars

1 Car companies ***toil*** and struggle endlessly to establish their individual brand images and build their personalities in the minds of consumers. To target these various audiences, car manufacturers market their products in specific ways, catering to the **emotions** or mental state, desires and needs of the typical consumer. By taking into account specific psychological needs, car companies create effective marketing **campaigns** on TV, newspaper or magazines that help drive sales.

2 Consumer choice and motivation to buy goods, especially major purchases such as houses or cars, is driven by two major factors: 'Hedonic considerations' and 'Utilitarian considerations'. Hedonic considerations focus on promotion goals. Fulfilling promotion goals **elicits** or brings out positive emotions of confidence, fun, and excitement in a consumer. Hedonic goods make an individual feel more sophisticated and **elevate** them from a lower class to a higher class on the social scale. Utilitarian considerations, however, focus more on prevention goals. Fulfilling prevention goals reduces the probability of a painful experience and evokes the feelings of safety and security. Buying utilitarian goods makes an individual feel like he or she is a smart, responsible consumer.

3 Hedonic aspects of cars might include shape, price, speed, handling, and prestige. An example of a vehicle primarily based on hedonic factors might be a sports car or convertible. Utilitarian aspects of cars might include gas mileage, airbags, safety rating, and number of seats. An example of a vehicle primarily based on utilitarian factors might be a minivan. Researchers suggest that these utilitarian and hedonic considerations are reflected in the **personalities** and behaviors of the car owners. Those who buy luxury cars are likely those who **crave** or long for social status and material wealth, while those who buy practical vehicles are those who focus on safety and necessity.

4 To target these specific audiences, car marketers work to advertise their cars as catering to either hedonic or utilitarian needs in their advertisements. For example, there is an advertisement of a luxury car that highlights the owners' success and wealth. This advertisement that arouses hedonic emotions of pride suggests that consumers who wish to be **associated** with these values should buy the advertised luxury vehicle. Alternatively, other types of car commercials might **showcase** to their viewers how families are taking advantage of safety features, like anti-lock brakes, rear-view cameras, and sensors that **alert** them when other cars come too close. This obviously corresponds to utilitarian considerations.

5 Consumers typically develop attitudes and associations toward specific brands in part because of aggressive advertising efforts from marketers. BMW cars attract individuals who value performance and luxury, while the Volvo brand is classically associated with safety and reliability. Since advertising is such an expensive **venture** or business, researching consumers' psychological needs and characteristics is key for future success.

Adapted from Marketing Cars. (n.d.). Retrieved from http://www.marketing-schools.org/consumer-psychology/marketing-cars.html

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Question I

Instructions: For questions 21-30, match the words in Column A with the correct definitions in Column B, as shown in the example. Write your answers in the Answer Booklet.

Column A Words	Column B Meanings
Example: toil (line 1)	*O. work hard*
21. emotions (line 4)	A. connected with something else
22. campaigns (line 6)	B. uncertain or unsure about something
23. elicits (line 11)	C. qualities of being a person
24. elevate (line 13)	D. to have a very strong desire for something
25. personalities (line 24)	E. a project involving some risks in expectations of gain
26. crave (line 26)	F. refuse to have what someone else has
27. associated (line 32)	G. to show something in a good way
28. showcase (line 34)	H. money that is made in business
29. alert (line 35)	I. to increase the level of something
30. venture (line 42)	J. to get a response or feeling from someone
	K. to cause people to be aware of possible danger
	L. a series of activities designed to achieve certain goals
	M. any strong feelings

(10 marks)

Question II

Instructions: For questions 31-40, fill in the blanks with the words from the passage. Answers provided should **NOT BE MORE THAN 4 WORDS** for each blank. Write your answers in the Answer Booklet.

	HEDONIC CONSIDERATIONS	UTILITARIAN CONSIDERATIONS
A customer's feeling	31. Promotion goals make a customer experience the feelings of confidence, _____.	32. Prevention goals make a customer experience the feelings of _____ _____.
Aspects of the cars	33. The aspects of cars might include shape, price, _____ and prestige.	34. The aspects of cars might include gas mileage, _____ and number of seats.
Car's owner personality	35. People who crave social status and _____.	36. People who focus on _____ _____.
Car TV commercial	37. The advertisement highlights the owner's _____.	38. The advertisement highlights the _____ such as anti-lock brakes, rear-view cameras and sensors.
Example of car brand	39. _____	40. _____

(10 marks)

SECTION C: WRITING [20 MARKS]

Instructions: Choose **ONE** of the topics below and write a four-paragraph essay of 200-250 words.

1. University students who live far away from their family must find a house or an apartment to rent. Suggest steps involved in moving into a new house with your housemates.

2. As cost of living and prices of goods keep increasing, it is important to manage and control your budget. Suggest steps involved in managing daily expenses.

3. In today's world, technology plays an important role in education. Compare or contrast between the use of smart phone and the use of laptop in the classroom.

4. Everyone faces different challenges and problems in life. Compare or contrast between discussing one's problems with parents and discussing one's problems with friends.

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